

October 25, 2013

To: Executive Board

Subject: **Contract Award – Production of Bus Livery, Installation of Bus Livery and Decals, and Complete Repainting of Buses**

Recommendation

Authorize the Executive Director to negotiate final contract terms and conditions and execute a contract with:

- 1) B2B Media in the amount of \$67,634.00 for the production of bus livery;
- 2) Complete Coachworks (CCW) in the amount of \$675,315.20 for the installation of bus livery and decals, and total repainting of 56 Foothill Transit buses including bus pick-up and delivery of buses.

Background

Foothill Transit's current procurement of 64 42 ft. Compressed Natural Gas (CNG) buses will have the new Mural Design 2 livery (see attached). Mural Design 2 features active arches that reflect motion while simulating the communities that Foothill Transit serves. Green accent color plays into the environmentally friendly aspects of public transportation while bright white paint provides a crisp, bright backdrop for the new livery.

To provide consistency in Foothill Transit's bus image, the Board approved the rebranding of Foothill Transit's fleet that will not be retired within the next 18 months. Phase I of the rebranding project involves 56 42 ft. low-floor CNG buses that were procured from NABI within the last four years.

On August 21, 2013, Foothill Transit issued RFP 14-005 for the production of bus livery and RFP 14-006 for installation of bus livery and decals, and complete re-painting of buses. A separate RFP was issued for the manufacture and production of the livery and decals, and the successful Proposer under that procurement will provide the livery and decals to the Proposer awarded under this contract. Complete re-painting of all 56 buses will be required to avoid ghosting (a faint image of or formation of image of the previous livery on the newly installed livery) while providing a clean new look.

Only two firms submitted proposals for each RFP and both firms proposed on RFP 14-005 and RFP 14-006. A pre-proposal conference and examination of a 42 ft. bus was held on August 28. The evaluation team reviewed the written proposals and interviewed the proposers on October 8. On October 10, the evaluation team visited the proposer's planned site for livery installation and painting facility. Based on the

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evaluation team's final score, B2B had the highest points for the production of livery while CCW earned the highest points for the livery and graphics installation, and bus repainting.

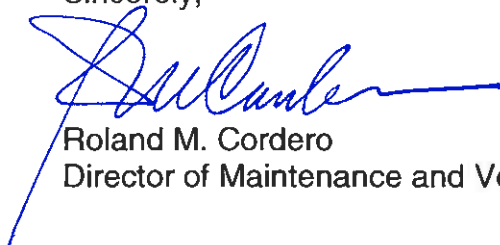
B2B Media is a division of Vomela Specialty Company, a North America organization specializing in Visual Merchandising, Store Décor, Fleet Graphics, Motorsports and OEM graphics. Headquartered in St. Paul Minnesota, Vomela began operations in 1947 as a die-cutting company. Vomela operates 20 sales and manufacturing facilities across the U.S. and Canada including a full-service location in Santa Fe Springs, California.

CCW is one of the largest public transit bus rehabilitation, retrofit and upgrade companies in North America. CCW has been in the business for 25 years. Located in Riverside, California CCW has demonstrated experience in livery and decal installation and full bus repainting with similar projects for Montebello Bus Lines, City of Santa Clarita, Antelope Valley Transit Authority, San Francisco MUNI, and Las Vegas Regional Transportation Commission.

Budget Impact

The cost to perform these services is part of the Bus Heavy Maintenance capital program, included in Foothill Transit's approved FY 2013 Business Plan and Budget.

Sincerely,



Roland M. Cordero
Director of Maintenance and Vehicle Technology



Doran J. Barnes
Executive Director

Attachment

Attachment – Mural Design 2

MURAL DESIGN 2

